

ACCELERATIng Europe's Leading Research Infrastructures

Work Package 6 – Communication and Dissemination D6.5 – Communication Management

Project Deliverable Information Sheet

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1. Introduction

This report provides an overview of the communication activities, channels, and tools used throughout the project based on the targeted stakeholders for each activity, which supported in keeping a fluent and efficient communication with internal and external target groups.

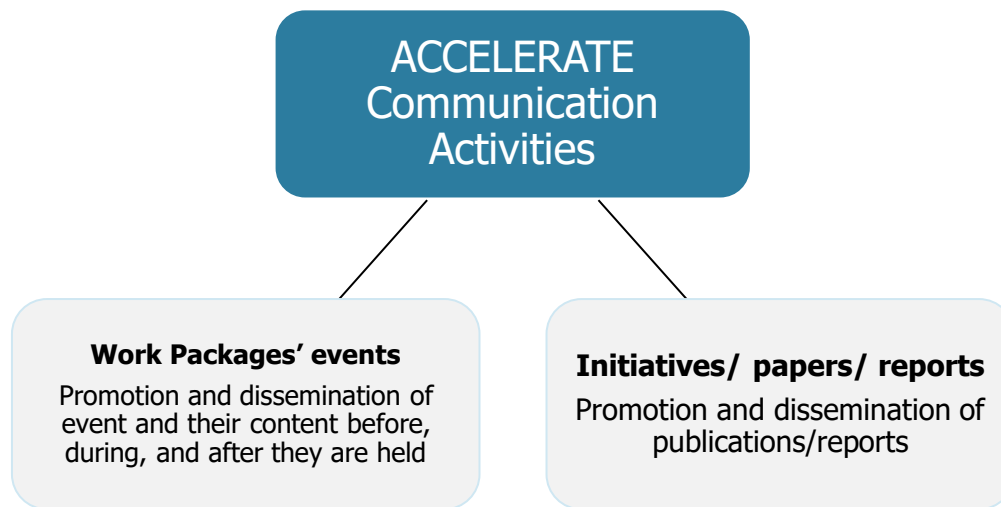
The main objectives of WP6 are:

- Keeping relevant stakeholders of ACCELERATE aware and informed about its progress.
- Open and maintain a two-way dialog with the stakeholders – EU administration, national governments (ministries) of countries, where partners are present, European research infrastructures outside the partnership, industrial networks etc. in order to obtain feedback in course of its activities, so that project can be steered to the maximum overall benefit.
- Provide assistance to activities and events of outreach to new communities (geographical, domain of research, industrial sectors). Disseminate outputs (policy white papers, methodologies, results of pilots).
- Wherever possible assist exploitation of the outputs, in particular adoption of policies and maintaining new networks of contacts.

The internal and external target groups of ACCELERATE, and the related work packages that support in reaching them through various activities are as follow:

Scientific Community	Industrial Community	Research Infrastructures' Community	Project Partners
<ul style="list-style-type: none"> •Work package 2 •Work package 4 •Work package 5 	<ul style="list-style-type: none"> •Work package 3 	<ul style="list-style-type: none"> •Work package 1 •Work package 2 	<ul style="list-style-type: none"> •Work package 7

The main communication activities of the project can be divided into two pillars, as follow:



These activities have strongly supported CERIC:

- Increasing its visibility among: **1)** scientific communities in universities, research institutes, academies of science, NGOs and more, **2)** Industry representatives (companies and industrial researchers), **3)** Research Infrastructures'/ERIC communities, **4)** Policy makers (European commission representatives, ESFRI, Ministries of science, and Research councils).
- Strengthen its brand image as the super-laboratory open for scientists around the world.
- Increase its online visibility through different communication channels.

2. Overview on Communication and Dissemination Channels/Tools

The main online channels used to communicate the ACCELERATE activities (events, deliverables, reports, initiatives, and more) are the ACCELERATE, CERIC, and partners' website and social media platforms. Moreover, based on the type of content/activity, external platforms were being used for the dissemination such as: CORDIS, ESFRI website, ERA Portal Austria, Science Business, and universities' platforms.

2.1 Project website

The ACCELERATE website is continuously being updated with project updates and relevant information that can be of interest for project partners (such as events/activities organized by other Research Infrastructures).

Different types of the project-related information are available throughout the ACCELERATE and CERIC websites. To make the search easier for the reader, the structure of the project website had been reviewed on a yearly basis and updated according to the needs and aimed outreach.

The following sections had been incorporated in the website to make it even more user-friendly:

- **'Outcomes'** section: it includes brief summaries of major deliverables, mostly the confidential ones that can't be publicly shared. This section highlights also articles referring to ACCELERATE's support and outcomes towards researchers' scientific development, and industry innovation. The section is targeting project partners, policy makers, and Research Infrastructures.
- **'Opportunities for Researchers'**: it includes an overview of the various open access opportunities available within CERIC and through ACCELERATE (Fast Track, COVID-19 Fast Track, and Promotional open access). The section is targeting potential users and scientific communities.
- **'COVID-19'**: it includes an overview of the various COVID-19 activities implemented in the frame of ACCELERATE: Fast Track COVID-19 Open Access offer, and the questionnaires, initiatives and reports developed in collaboration with the ERF. The section is targeting project partners, scientific communities, policy makers, and Research Infrastructures.

2.2 Social Media Platforms

The Social media promotion of ACCELERATE-related publications was based on the CERIC platforms, using the hashtag #ACCELERATE2020 which was introduced in the 2nd year of the project to easily track the posts. Moreover, since the launch of CERIC's social media strategy and twitter account in May 2017, quarterly social media monitoring reports have been developed to assess the performance of all publications, with a major focus on projects-related ones.

A detailed overview of the social media performance of ACCELERATE-related publications is available in section 6 of this report.

3. Work Packages' Events – OVERVIEW

WP6 supported the communication and dissemination of +70 ACCELERATE events organized in the frame of WP1, WP3, WP4 and WP6 of the project. The list of the events is available [here](#), divided by year and Work Package.

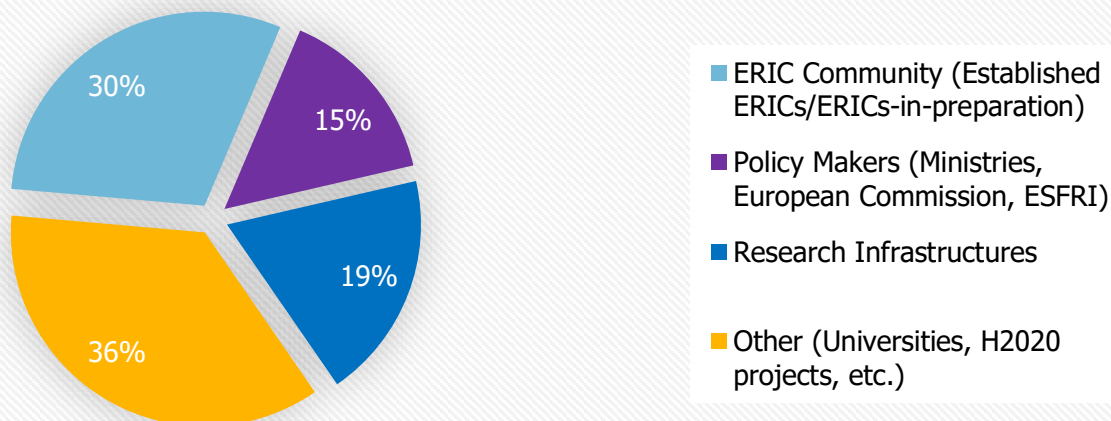
The events are divided into 3 main categories: Scientific, managerial and industrial events.

The following sections highlights the major communication outreach for each event category:

3.1 Managerial Events in Numbers

- **6** workshops
- **+437** participants
- **+94** participating organizations

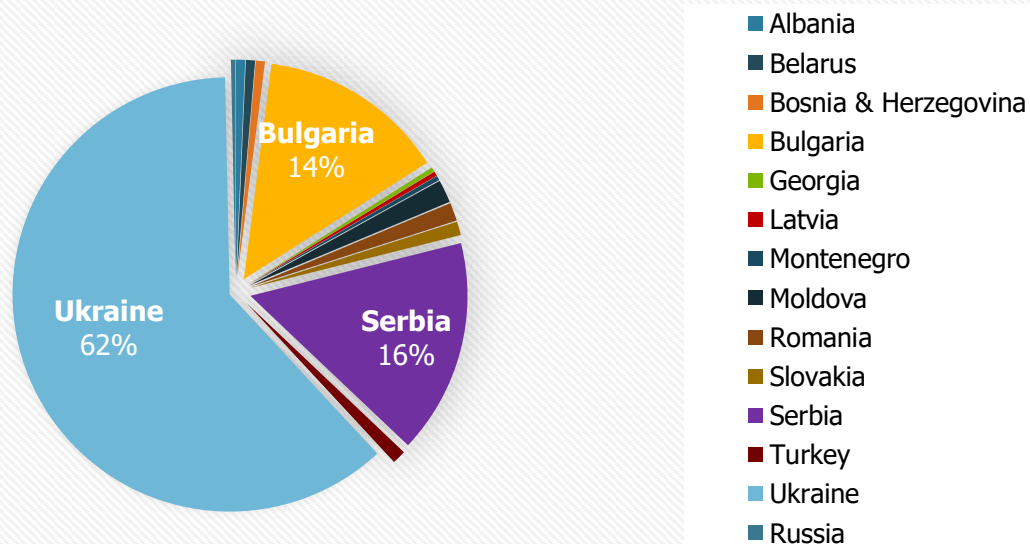
ORGANIZATIONS ATTENDING THE MANAGERIAL EVENTS by CATEGORY



3.2 Scientific Events in Numbers

- **12** events targeting the western Balkan research community
- **+390** participants
- **+40** participating universities/institutes

WESTERN BALKAN COUNTRIES' DISTRIBUTION



In addition to that, CERIC took part throughout booths in a set of events to further reach the scientific communities in target regions, this includes:

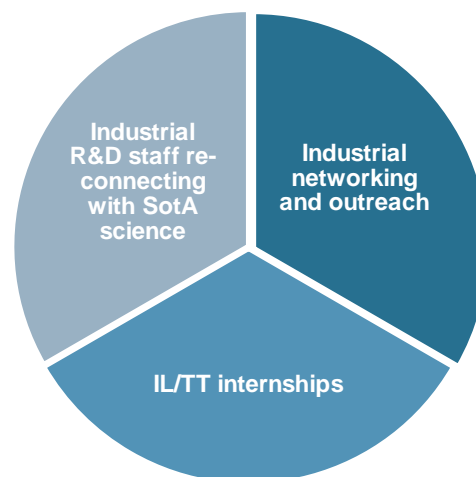
- July 2018, Science in the City Festival - ESOF (France)

- May 2019, ECAART13 – European Conference on Accelerators in Applied Research and Innovation (Croatia)

Moreover, to support the dissemination of the ACCELERATE activities towards scientific communities, a set of promotional videos (available in the [CERIC YouTube Channel](#)) were developed in the frame of the HERCULES Specialized Course event (Task 4.2 Outreach to new communities) to present CERIC techniques.

3.3 Industrial Events in Numbers

- **37** events targeting the western Balkan research community
- **+1400** participants (online and off-site events)
- **+120** companies

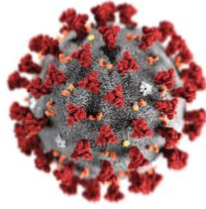


To support the promotion and dissemination of industry-related activities, a brochure ([available here](#)) had been developed representing CERIC's services to industry and the covered 11 sectors, as well as the types of solutions.

4. Initiatives/ Papers/ Publications – OVERVIEW

4.1 COVID-19 Activities (in the frame of ACCELERATE, in collaboration with the ERF)

a) 1st Questionnaire: Research Infrastructures' COVID-19 Research



Research Infrastructures and COVID-19 Research



In response to the COVID-19 pandemic, several Research Infrastructures (RIs) have set up specific services, such as rapid or fast track access, to allow researchers to obtain results as soon as possible. To facilitate their use by researchers, CERIC collected the relevant information about the initiatives. The input is available in [this dedicated page](#) and counts more than **50** Research Infrastructures' COVID-19 services.

Overview of the Activity in Numbers:

- **32** different Research Infrastructures submitted their input to the questionnaire.
- **52** different RIs and their related COVID-19 service description are listed in the dedicated page.
- Home page banner: **+ 750** clicks
- Questionnaire link: **+ 550** clicks
- Summary tables divided by clusers: **+ 330** clicks

CERIC Twitter page	18 288 (total views)	334 (total unique engagement: clicks/shares)
ERF Twitter page	8 857 (total views)	161 (total uni. engagement: clicks/shares)

b) 2nd Questionnaire: Working practices of analytical facilities during the pandemic



To support analytical facilities' safe operations during the COVID-19 pandemic, CERIC in collaboration with the ERF, collected the current safety measures of national and pan-European Infrastructures.

A report was developed including best practices on safety measures that large analytical facilities can adopt when re-opening operations during the pandemic. It also discusses issues and possible future decisions faced by analytical facilities during crisis.

Overview of the Activity in Numbers:

- **28** different analytical facilities submitted their input to the questionnaire.
- Zenodo report publication (DOI 10.5281/zenodo.3795659): **+870** views/ **+317** downloads
- Examples of external platforms where the information was disseminated: Science Business, Research Europe, ESFRI, CORDIS.

c) 3rd Questionnaire: Evolution of operations at analytical facilities during and post-COVID-19 pandemic

The perspectives and mindsets for Research Infrastructures' operations during COVID-19 are evolving. To better understand the lasting consequences of the last months, European Research Infrastructures were invited to share their views and experiences.

A report was developed highlighting the changes and challenges that 27 analytical facilities faced at the end of October 2020, just before the rise of the second wave, which severely interrupted their activities.

Overview of the Activity in Numbers:

- **27** different analytical facilities submitted their input to the questionnaire.
- Zenodo report publication (DOI 10.5281/zenodo.4422963): **+645** views/ **+641** downloads

4.2 CERIC Fast Track for COVID-19 research

To facilitate the research on the COVID-19, CERIC has set up a dedicated Fast Track Access to a selected number of instruments. A set of interviews (available [here](#)) had been held with scientists from CERIC partner facilities to briefly present some of the techniques available through the Fast Track access for COVID-19 related research.

- COVID-19 talks with researchers from Partner Facilities: **4** video interviews.
- Social media outreach: **+36 248** views, **+686** unique shares/clicks

4.3 Papers and Publications

In the frame of ACCELERATE, a set of papers and publications had been developed by CERIC as follow:

- 28 January 2021: Applicability and challenges related to the Charter for Open Access to Research Infrastructures (**DOI 10.5281/zenodo.4475207**)



- 17 August 2020: Contribution of Research Infrastructures to the renewed European Research Area (**DOI 10.5281/zenodo.3988163**)
- 11 June 2020: Report on CERIC's Expert Group on Batteries (**DOI 10.5281/zenodo.3888235**)
- 30 January 2020: Opinion – Research Infrastructures, Horizon Europe Missions and Wider Policy Goals. (**DOI 10.5281/zenodo.3888221**)
- 30 August 2018: Key performance indicators of Research Infrastructures/1 (available [**here**](#))
- 05 November 2018: Key performance indicators of Research Infrastructures/1 (available [**here**](#))

5. Examples of Organizations Reached through Promotion and Dissemination:

Below is an overview of some of the organizations and institutes directly reached through the ACCELERATE activities, in addition to all established ERICs and ERICs-in-preparation:

Universities	AGH University of Science and Technology	University of Belgrade	Masaryk University, Czech Republic,
	Belarussian State University, Belarus	University of Sofia	Namik Kemal University, Turkey,
	BioSense Institute, Serbia	Institute of Solide State Physics, University of Latvia	Polytechnic University of Torino, Italy,
	Comenius University in Bratislava, Slovakia	Istanbul Technical University, Turkey	University of Amsterdam, The Netherlands
	Copenhagen University (KU)	Institute of Magnetism of the NAS of Ukraine and MES of Ukraine	University of Bergen, Norway
	Faculty of Science Banja Luka, Bosnia & H	Karazin Kharkiv National University, Ukraine	University of Hannover, Germany
	Faculty of Sciences, University of Novi Sad	Kastamonu University, Turkey	University of Helsinki, Finland
	Georgian Technical University	Slovak University of Technology, Bratislava	University of Luxembourg
	Graz University of Technology	Technical University of Kosice, Slovakia	University of Murcia, Spain
	University in Skopje, North Macedonia	Universidade Federal da Paraiba, Brazil	University of Siena
	University of Montenegro, Podgorica	University of Tirana, Albania	UZHNU, Ukraine
	University of Silesia, Katowice	Univeristy of Trieste	

Policy Makers	Council for science and technology - Malta	European Commission, DG RTD	ESFRI
	Dutch Ministry of Research	Estonian Research Council	Government of Flanders, Belgium
	Dutch Research Council	Ministry of education - Czech Republic	Ministry of Education and Research Germany
	Ministry of Education and Research - Estonia	Ministry of Science and Culture - Finland	MIUR - Italy
	Ministry of Education and Science - Slovenia	Ministry of Education and Science - UK	Research Council of Lithuania
	UK Research Council	Academy of Sciences of Moldova	MEC (Ministry of Research Romania)
	NAS - Academy of Sciences of Ukraine	Ministry of Education and Science, Bulgaria	Ministry of Education and Science, Croatia
Research Infrastructures, Research-Science Agencies, and Other	Austrian Research Promotion Agency	Research and Innovation Foundation, Cyprus	National Research Development & Innovation Office, Hungary
	Belgian Science Policy Office	Technology Centre CAS, Czech Republic	APRE, Italy
	Slovak Centre of Scientific and Technical Information	Gianni Benzi Foundation (NGO for Research in biological, medical & pharmaceutical areas), Italy	The National Contact Point for Research Infrastructures, Russia
	Synchrotron Research Institute (CANDLE), Armenia	Swiss Clinical Trial Organisation (SCTO)	Naturalis Biodiversity Centre Leiden, NL
	Marine Institute in Ireland	Institut Pasteur, France	Innovation and Digitalization Romania
	IFB (Institut Français de Bioinformatique)	IEO (European Institute of Oncology), Milan	IAGOS (In-service Aircraft for a Global Observing System)
	ARRS (Slovenian Research Agency)	European Science Foundation, France	DLR Project management Agency
	DiSSCo (Distributed System of Scientific Collections), NL	CIRCE (Research Centre for Energy Resources and Consumption), Spain	CORDIS, Science Europe, Research Europe, CrowdHelix
	Centre of Biotechnical Engineering, Portugal	Centre for Industrial Studies, Milan	LIBER (Europe's largest Research Library Network)
	HRB Ireland	African Physical Society	CERN, Switzerland

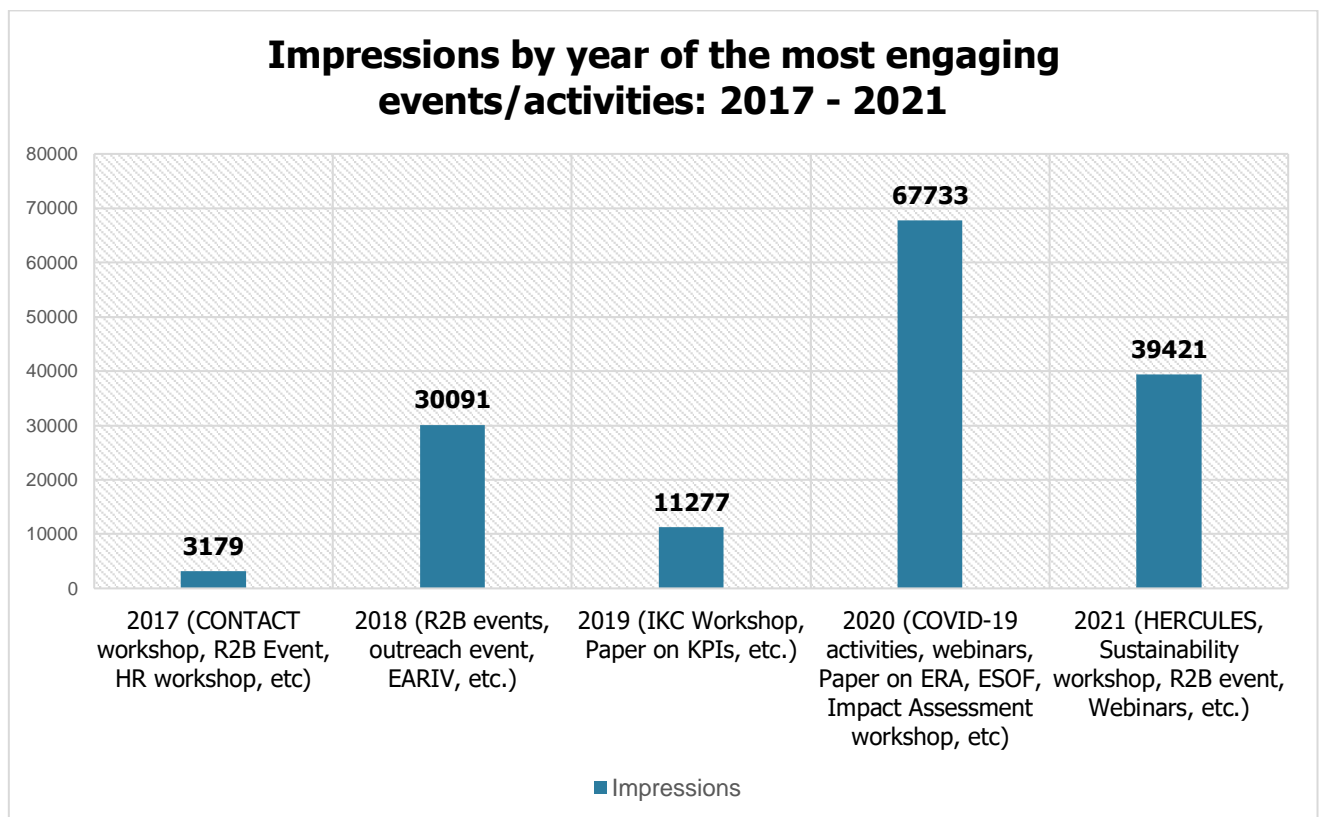
6. Communication and Dissemination - Online Performance Monitoring

A quarterly online monitoring report has been developed since the set-up of CERIC's twitter account on May 2017. The monitoring of online communication channels is necessary to measure and study the performance of each online tool used to reach target audience audiences, share information related to the project and build the brand image.

The monitoring helps to check and define the progress of the communication strategy, to improve the aspects that need an improvement, and change the ones that are not helping reach the objectives.

The quarterly monitoring reports represent a detailed tracking of the major social media channels (Twitter and LinkedIn). It includes the statistics related to the content shares and the audience attracted through them.

Below is an overview of the impressions and engagement by year, from May 2017 to June 2021, of the ACCEERATE-related posts which got the highest outreach in social media channels. It includes a highlight on the related events and activities, based on the social media monitoring reports.



Unique Engagement by year of the most engaging events/activities: 2017 - 2021

